



# Everest Group PEAK Matrix<sup>®</sup> for Application Transformation Service Providers 2021

**Focus on Accenture**  
July 2021



## Background of the research

Application transformation is an on-going and continuous process where the application's environment and its features constantly evolve based on the changing business needs and advancements in technologies. To compete in the digital world, enterprises are not only looking to shed yesterday's applications with flexible and modular cloud-based applications, but also to reimagine their processes to align with their cloud-first strategy.

In this research, we present an assessment and detailed profiles of 29 application transformation service providers featured on the application transformation services PEAK Matrix®. Each service provider profile captures a comprehensive picture of its service focus, key Intellectual Property (IP) / solutions, domain investments, and case studies. The assessment is based on Everest Group's annual RFI process for the calendar year 2021, interactions with leading application transformation services providers, client reference checks, and an ongoing analysis of the application transformation services market.

**This report includes the profiles of the following 29 leading application transformation service providers featured on the application transformation services PEAK Matrix®:**

- **Leaders:** Accenture, Cognizant, HCL Technologies, IBM, Infosys, TCS, and Wipro
- **Major Contenders:** Aspire Systems, Atos, Brillio, Capgemini, Deloitte, DXC Technology, LTI, Mindtree, Mphasis, NTT DATA, Softtek, Sopra Steria, Stefanini, Tech Mahindra, UST, and Virtusa
- **Aspirants:** Cybage, Damco Solutions, Datamatics, GAVS, Jade Global, and Value Labs

### Scope of this report:



**Geography**  
Global



**Service providers**  
29 leading application  
transformation service providers



**Services**  
Application  
transformation services

## Application transformation services PEAK Matrix® characteristics

### Leaders:

Accenture, Cognizant, HCL Technologies, IBM, Infosys, TCS, and Wipro

- Leaders have exhibited strong client orientation and have helped their clients in the transformation of complex business-critical applications to achieve faster time-to-value and enhanced user experience
- They have made significant investments in building IPs and partnerships to accelerate the application transformation process and deliver custom solutions to clients
- While Leaders are delivering enhanced business value, they can further fine-tune certain aspects of their application service delivery such as price and solution flexibility

### Major Contenders:

Aspire Systems, Atos, Brillio, Capgemini, Deloitte, DXC Technology, LTI, Mindtree, Mphasis, NTT DATA, Softtek, Sopra Steria, Stefanini, Tech Mahindra, UST, and Virtusa

- Major Contenders have exhibited a high degree of responsiveness to client requirements and have supported clients in building strategy and prospective business cases
- They have been able to transform sophisticated applications and are extensively leveraging partnership network to fill capability gaps
- Major contenders need to develop proof points to demonstrate capabilities to develop complex and critical applications leveraging next-generation technology

### Aspirants:

Cybage, Damco Solutions, Datamatics, GAVS, Jade Global, and Value Labs

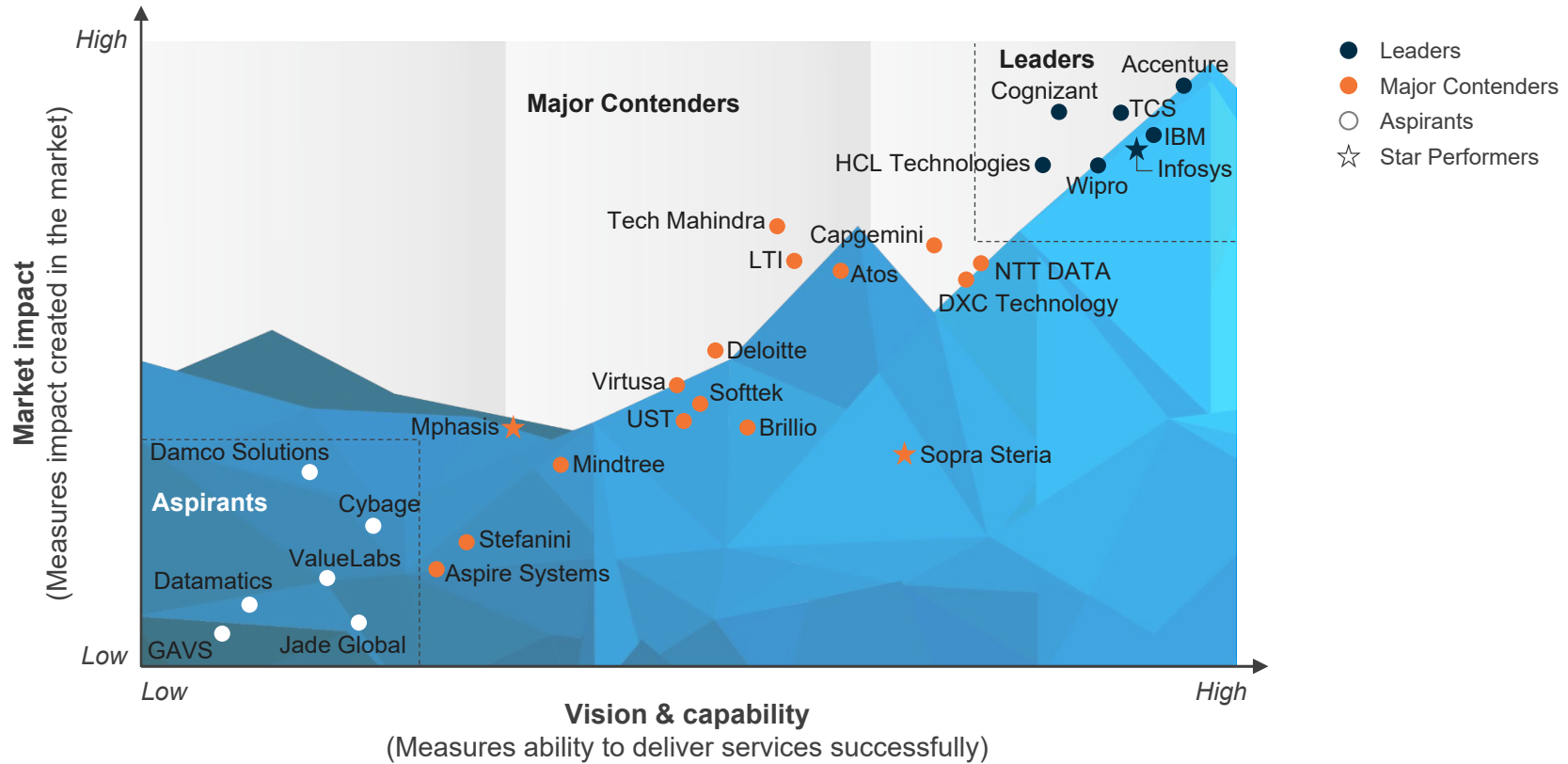
- Aspirants are either focused on a region(s) or vertical(s), or currently have relatively small application transformation practice
- While they are limited by scale to cater to the requirements of large global players, they have been collaborating with clients and other service providers to drive innovation and value through their niche capabilities
- Aspirants need to invest in developing IPs and partnerships to enhance their service offering

# Everest Group PEAK Matrix®

## Application Transformation Services PEAK Matrix® Assessment 2021 | Accenture positioned as Leader



Everest Group Application Transformation Services PEAK Matrix® Assessment 2021<sup>1,2,3</sup>



1 The source of all content is Everest Group unless otherwise specified that leverage its proprietary data assets, service provider public disclosures, and interaction with buyers

2 Assessment for Atos, Capgemini, and Deloitte excludes service providers' inputs on this particular study and is based on Everest Group's estimates










3 Assessment for ValueLabs includes partial inputs from the service provider, and is based on Everest Group's estimates that leverage its proprietary data assets, service provider public disclosures, and interaction with buyers

Source: Everest Group (2021)

# Accenture | application transformation services profile (page 1 of 4)

## Everest Group assessment – Leader

Measure of capability:  Low  High

Market impact				Vision & capability				
Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
								

### Strengths

- Accenture’s “Digital Decoupling” technique, responsible for incrementally building modernized components of legacy workloads, is resonating well with the clients
- The organization has demonstrated accelerated value creation leveraging its end-to-end offering portfolio, spanning across advisory services till execution
- Accenture is investing heavily via the inorganic route to build niche capabilities in areas such as product engineering, mainframe services, and design
- Its demonstrated ability to deliver on large and complex application transformation programs projects it as a credible partner for enterprise clients
- Clients have identified project management, client management, and domain expertise as the biggest strengths of Accenture

### Limitations

- Accenture can further enhance its talent management practices to address clients’ concerns of talent churn in long-term engagements
- It can increase its focus on driving cost savings from application transformation initiatives. It needs to proactively track and demonstrate cost savings in its engagements
- Accenture’s higher prices limits its ability to serve customers looking for low-cost transformation or migration services. It can come up with innovative and flexible commercial models for such customers

# Accenture | application transformation services profile (page 2 of 4)

## Overview

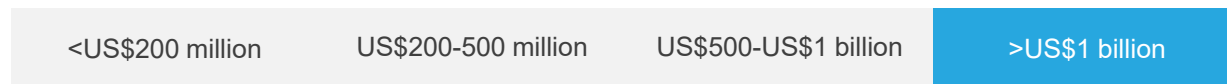
### Vision

Accenture’s application transformation services vision is to extend the useful life of legacy systems and transform applications with new technologies, starting with a cloud-first strategy & mindset to leverage client investments in the cloud to grow their business. Its value-led, fit-for-purpose approach envisions transformation of legacy to deliver benefits faster, starting with a business case that considers top-line growth, cost savings, business agility, customer experiences, and resilience.

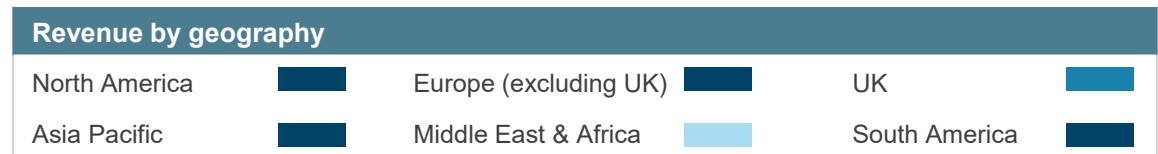
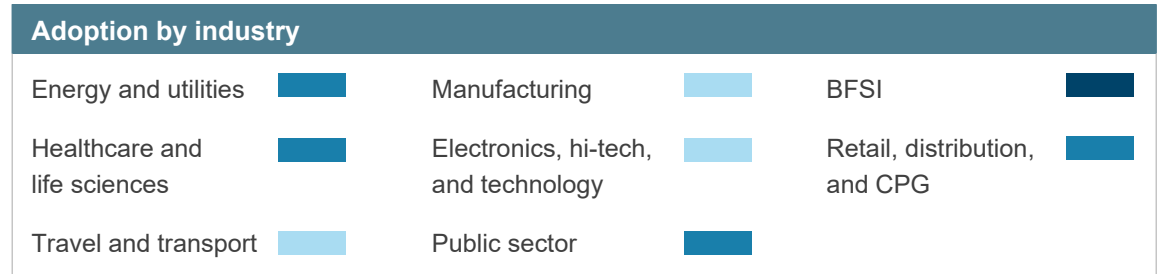
### Scope of services

Accenture provides application transformation assessment, modernization, and migration services by using an approach to assess the right path by application—lift & shift migration, replatforming with minor enhancements, or rearchitecting with modern technologies.

### Application transformation services revenue



■ High (>20%) ■ Medium (10-20%) ■ Low (<10%)



# Accenture | application transformation services profile (page 3 of 4)

## Offerings

### Proprietary solutions for application transformation (representative list)

Solution name	Details
Accenture myNav®	Accenture myNav® is a full spectrum, proprietary platform supporting comprehensive multi-service cloud solutions at scale. Based on Accenture's expertise with 30,000+ cloud projects, myNav enables companies to navigate the cloud journey—selecting the optimal cloud architecture & solution; executing cloud migration; and managing & optimizing the cloud estate. myNav simulates how potential solutions will function at scale, validating that it is the right fit, the first time. It then supports the migration and seamless operation of a company's solution, to achieve and maintain the expected value

### Application transformation services partnerships (representative list)

Partner name	Details
Accenture business groups	Focus on rapidly accelerating the time it takes to jointly develop and deliver new industry-specific solutions based on cloud and other digital technologies. To date, Accenture has formal business groups with AWS, Microsoft, Google, Alibaba, SAP, Oracle, Salesforce, Workday Adobe, IBM/RedHat, ServiceNow, and VMware/Pivotal
Micro Focus	Jointly developed modernization solutions across application, infrastructure, and process leveraging Accenture's delivery methodologies for mainframe modernization and Micro Focus alternative mainframe solutions
BluAge	Leverages BluAge's ADM tool to convert legacy code to modern languages and reduce architecture and modernization effort

### Application transformation services investments (representative list)

Investment name	Details
Industry	Created and evolved 20 industry-specific Cloud perspectives and fully integrated enterprise blueprints, application and data architecture roadmaps, and data models. It also developed 100+ industry-specific Cloud solutions, co-developed with its 17 ecosystem hyperscale/Cloud and platform business group partners
Capability	Scale up growth of current skilled Cloud professionals and Cloud certifications. Upskilled across software engineering, data, and Agile engineering with product-based operating models and next-generation modernization methods and frameworks. Developed advanced comprehensive tools and assets, such as Accenture myNav®
Co-innovation	Co-innovated joint solutions with strategic ecosystem partners and through unique solutions and commercial models with clients

# Accenture | application transformation services profile (page 4 of 4)

## Case studies

### Distribution across predominant methodologies used to transform the application

High (>20%) Medium (10-20%) Low (<10%)



**Case study 1** Modernization of a European rail provider’s legacy systems

**Client:** A European rail provider

**Business challenge**

- Critical information of train arrival and departure by platform and station was crucial for end-user/traveler and needed to be done reliably and on-time
- The client was seeking a traveler information processing system with real-time integration and reduce multiple, disparate systems’ high-availability demand

**Solution**

- The legacy system was rearchitected and refactored into 50+ microservices, and DevOps implemented for speed and flexibility
- Deployed on hyperscaler public cloud provider

**Impact**

- More than 50 unique microservices form the digital signage back-end, along with supporting services
- Better resource utilization, leading to low infrastructure costs
- Faster time-to-market with microservices architecture

**Case study 2** Platform-led modernization of US state government’s systems

**Client:** US state government

**Business challenge**

- Required a new infrastructure solution to help them meet federal and state requirements aligned to citizen services and benefits such as healthcare, food assistance, childcare assistance, and employment services
- Scalable system that would allow them to integrate health and human services to better serve citizens.

**Solution**

- Platform-led modernization
- Hybrid approach leveraging Oracle Government Cloud, Oracle Cloud Infrastructure (OCI), and Oracle Exadata to support the state’s eligibility system.
- Migrated to the new architecture and went live over a three-day holiday period in January 2020.

**Impact**

- Delivered a flexible and scalable solution with a cloud-based architecture for the state to react rapidly to new federal mandates
- Issued an additional US\$11 million in SNAP benefits to approximately 60,000 citizens over the course of just one night due to COVID-19 responses

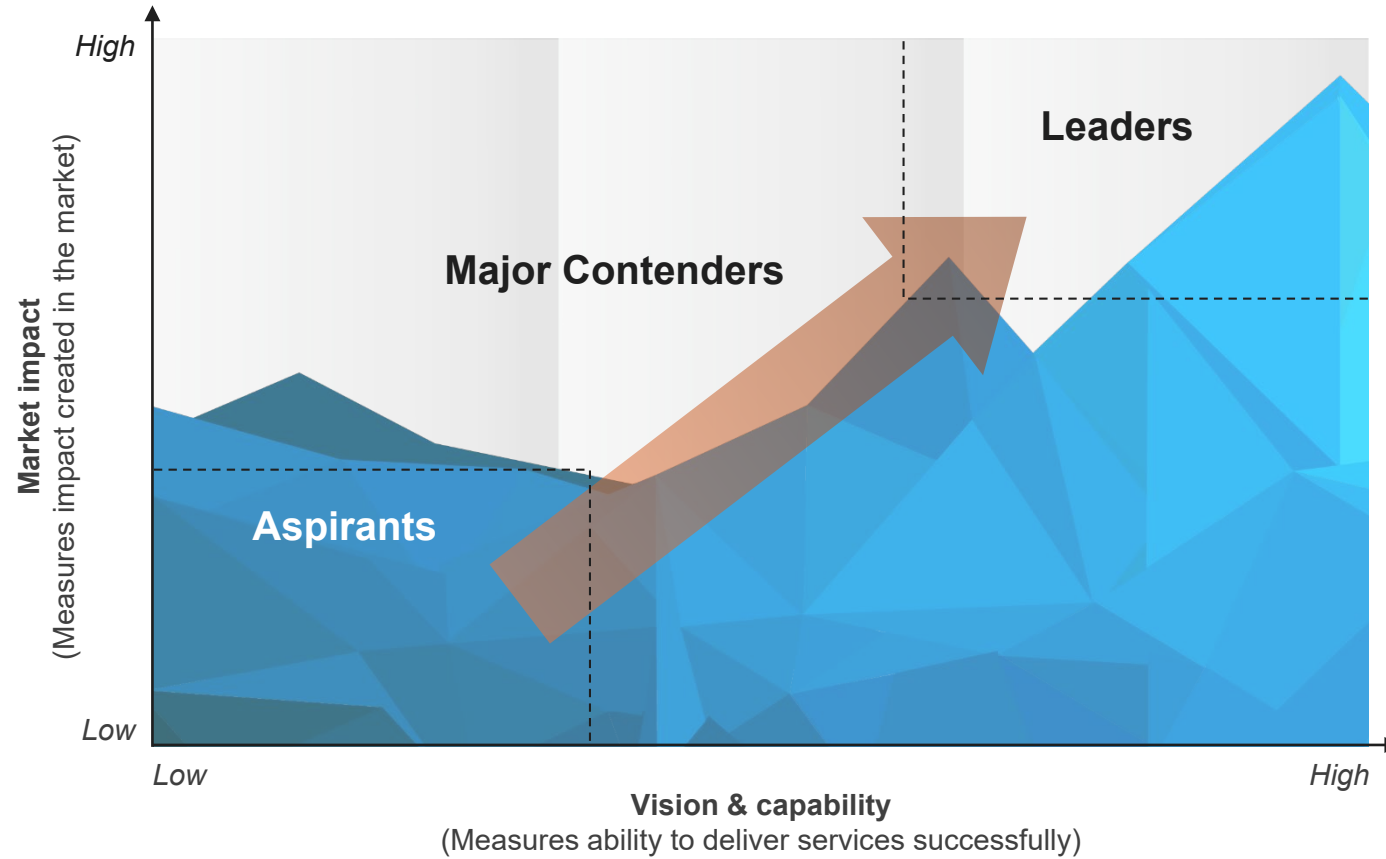


# Appendix

# Everest Group PEAK Matrix® is a proprietary framework for assessment of market impact and vision & capability



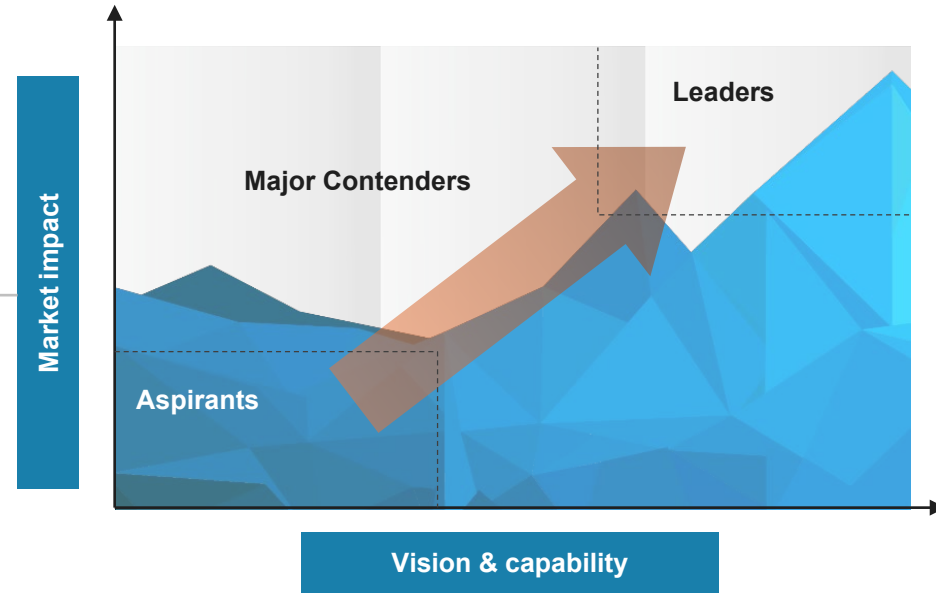
Everest Group PEAK Matrix



# Services PEAK Matrix® evaluation dimensions

Measures impact created in the market – captured through three subdimensions

- Market adoption**  
Number of clients, revenue base, YOY growth, and deal value/volume
- Portfolio mix**  
Diversity of client/revenue base across geographies and type of engagements
- Value delivered**  
Value delivered to the client based on customer feedback and transformational impact



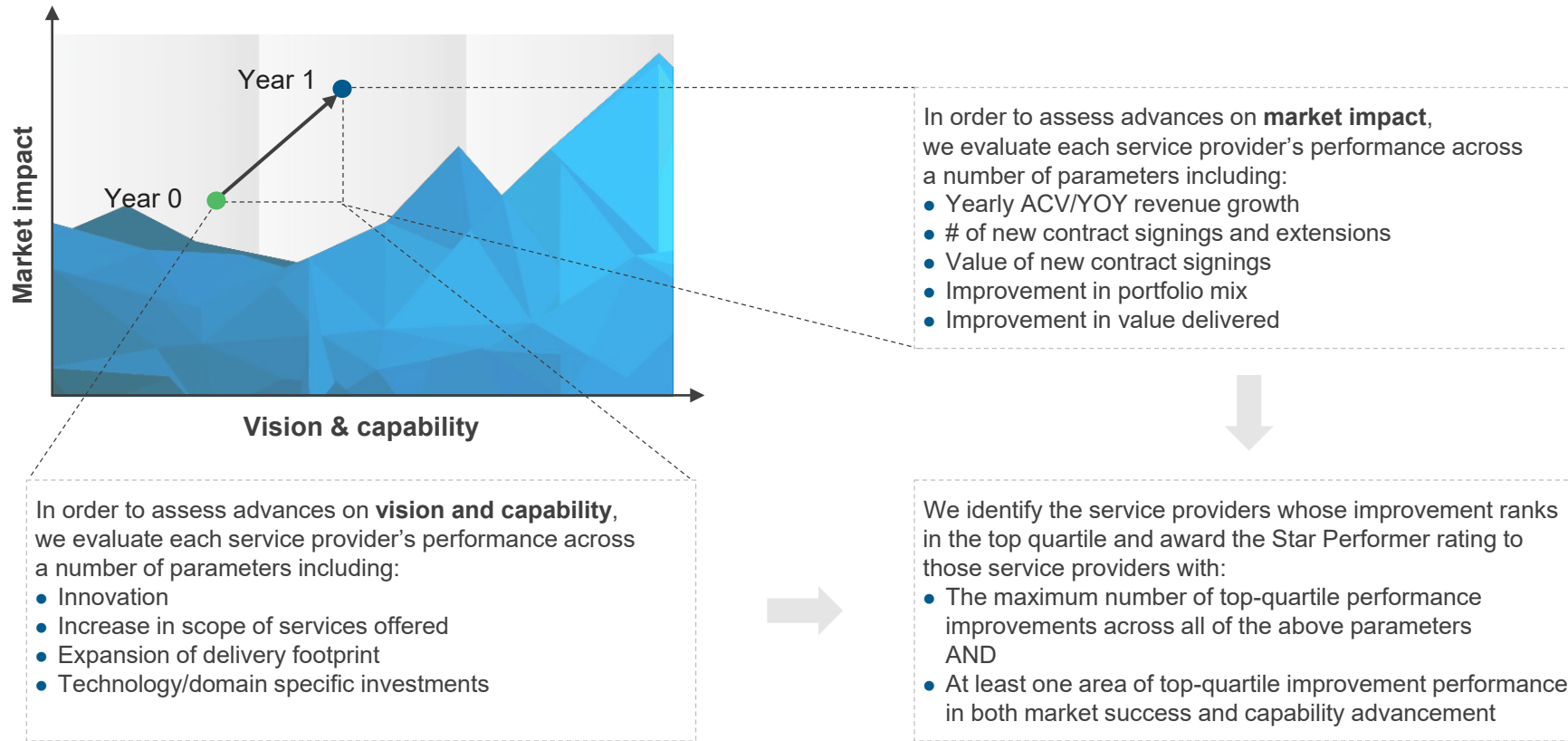
Measures ability to deliver services successfully. This is captured through four subdimensions

- Vision and strategy**  
Vision for the client and itself; future roadmap and strategy
- Scope of services offered**  
Depth and breadth of services portfolio across service subsegments/processes
- Innovation and investments**  
Innovation and investment in the enabling areas, e.g., technology IP, industry/domain knowledge, innovative commercial constructs, alliances, M&A, etc.
- Delivery footprint**  
Delivery footprint and global sourcing mix

# Everest Group confers the Star Performers title on providers that demonstrate the most improvement over time on the PEAK Matrix®

## Methodology

Everest Group selects Star Performers based on the relative YOY improvement on the PEAK Matrix



The Star Performers title relates to YOY performance for a given vendor and does not reflect the overall market leadership position, which is identified as Leader, Major Contender, or Aspirant.

# FAQs

## **Does the PEAK Matrix® assessment incorporate any subjective criteria?**

Everest Group's PEAK Matrix assessment adopts an unbiased and fact-based approach (leveraging service provider / technology vendor RFIs and Everest Group's proprietary databases containing providers' deals and operational capability information). In addition, these results are validated / fine-tuned based on our market experience, buyer interaction, and provider/vendor briefings

## **Is being a “Major Contender” or “Aspirant” on the PEAK Matrix, an unfavorable outcome?**

No. The PEAK Matrix highlights and positions only the best-in-class service providers / technology vendors in a particular space. There are a number of providers from the broader universe that are assessed and do not make it to the PEAK Matrix at all. Therefore, being represented on the PEAK Matrix is itself a favorable recognition

## **What other aspects of PEAK Matrix assessment are relevant to buyers and providers besides the “PEAK Matrix position”?**

A PEAK Matrix position is only one aspect of Everest Group's overall assessment. In addition to assigning a “Leader”, “Major Contender,” or “Aspirant” title, Everest Group highlights the distinctive capabilities and unique attributes of all the PEAK Matrix providers assessed in its report. The detailed metric-level assessment and associated commentary is helpful for buyers in selecting particular providers/vendors for their specific requirements. It also helps providers/vendors showcase their strengths in specific areas

## **What are the incentives for buyers and providers to participate/provide input to PEAK Matrix research?**

- Participation incentives for buyers include a summary of key findings from the PEAK Matrix assessment
- Participation incentives for providers/vendors include adequate representation and recognition of their capabilities/success in the market place, and a copy of their own “profile” that is published by Everest Group as part of the “compendium of PEAK Matrix providers” profiles

## **What is the process for a service provider / technology vendor to leverage their PEAK Matrix positioning and/or “Star Performer” status ?**

- Providers/vendors can use their PEAK Matrix positioning or “Star Performer” rating in multiple ways including:
  - Issue a press release declaring their positioning. See [citation policies](#)
  - Customized PEAK Matrix profile for circulation (with clients, prospects, etc.)
  - Quotes from Everest Group analysts could be disseminated to the media
  - Leverage PEAK Matrix branding across communications (e-mail signatures, marketing brochures, credential packs, client presentations, etc.)
- The provider must obtain the requisite licensing and distribution rights for the above activities through an agreement with the designated POC at Everest Group.

## **Does the PEAK Matrix evaluation criteria change over a period of time?**

PEAK Matrix assessments are designed to serve present and future needs of the enterprises. Given the dynamic nature of the global services market and rampant disruption, the assessment criteria are realigned as and when needed to reflect the current market reality as well as serve the future expectations of enterprises



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